

Seattle Youth Commission 2009-10

Goals of your Policy Recommendation/ Presentation:

- GOAL of the presentation is to get your recommendation passed!!!!
- Be organized: Present clearly, with accuracy, order and coherence.
- Persuade your audience. Is your perspective backed up by evidence, logical reasoning, facts, and community input?
- Focus on the solution rather than a long explanation of the problem

Presentation Tips:

Take a position, state it clearly and develop it fully.

- Support your issue statement with research and input from the community.
- Consider using quotes and paraphrases.
- Express your opinions, but back them up with research.
- Keep the focus on the subject of your analysis, not on yourself/group. Avoid introducing your ideas by stating "I think" or "in my opinion."
- Focus on your major points - Be selective in the information you share.

Make a convincing argument. Be persuasive!

- Assume the Mayor knows the basics about the issue - provide him with specific information.
- Address the Key Points, rather than explaining the issue in detail.
- Use statistics (a maximum of 3-5).
- Use visual aids to make your point.
- Garner an emotional response. Do you want your audience to be emotionally impacted by your presentation?
- Tell a thirty second story to convey your message.
- Create a sense of urgency; why should he address the issue right away?

Emphasize the solution - NOT the problem.

- Remember that the purpose of your research and critical analysis is not to just inform the Mayor of the problem, but convey that your issue needs immediate attention and that your solution will work.
- Focus on your solution - make the case why your solution will help solve the problem.

Consider the following questions.

- How will you organize your presentation?
- Who is the intended audience and what assumptions can you make about your audience?
- Assume the Mayor has a pretty good understanding of the issue.
- What kind of imagery will you use to better get your point across?